BUILDING TO #1

PRODUCT PROMOTION PLAN

FIRST SALES CYCLE

(JANUARY 2 - FEB. 23, 1973)

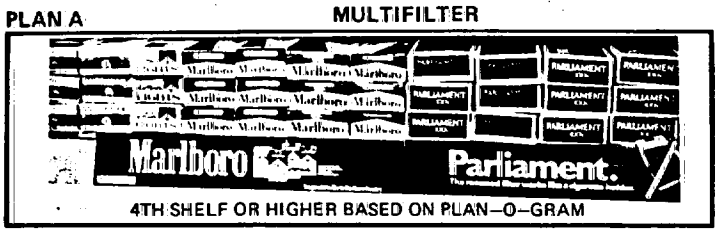
1005201056

Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

FIRST SALES CYCLE
(JANUARY 2-FEB. 23,1973)

PRIMARY FEATURED BRAND:	MARLBORO FAMILY	(8 WEEKS)
SECONDARY FEATURED BRAND:	PARLIAMENT 100'S	(JAN. 2 – JAN. 26)
	BENSEN & HEDGES MULTIFILTER	(JAN. 29 – FEB. 23)

PLAN A



4TH SHELF OR HIGHER BASED ON PLAN–O–GRAM

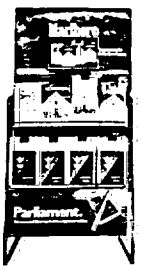
PLAN A-1

PROMINENT END AISLE OR, OTHER PROMINENT AREA OF STORE

PLAN B

WOOD RACK

NEW WIRE RACK



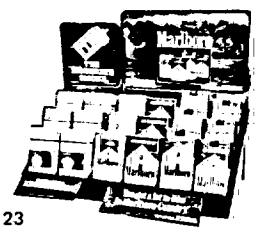
JAN. 2 – JAN. 26

NEW WIRE RACK

JAN. 29 – FEB. 23

PLAN B-1

JAN. 2 – JAN. 26



JAN. 29 – FEB. 23

LOCATION OF DISPLAY B & B-1
FRONT COUNTER NEAR CASH REGISTER

PURPOSE OF DISPLAY
- INSURE ADEQUATE PRODUCT VISIBILITY
- IMPROVE PRODUCT EXPOSURE
- SATISFY CONSUMER DEMAND FOR PRODUCT
- SELF SERVICE

1005201057

Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

12-1-72

TO: SALES ADMINISTRATION

SUBJECT: PRODUCT PROMOTION PLAN

RE: FIRST SALES CYCLE - JAN 2 FEB 23 - 73

OTHER THAN THE ADDRESSEES, PLEASE MAKE DISTRIBUTION OF THE ATTACHED ITEM ONLY IN ACCORDANCE WITH THE DISTRIBUTION PATTERN CHECKED IN THE APPROPRIATE BOXES BELOW:

1. GENERAL OFFICE DISTRIBUTION ..... ☐
2. SALES STAFF DISTRIBUTION AS LISTED ..... ☑

- ✓ J. P. JEB LEE (2)
- ✓ J. J. GILLIS (2)
- ✓ E. E. ALLEN (2)
- ~~G. KARNAL~~ (2)
- ✓ D. MULVEY
- ~~J. TARR~~
- ~~B. CUTLER~~
- ✓ C. JENKINS

3. FIELD DISTRIBUTION AS LISTED ..... ☐

REGION MANAGERS
SECTION SALES MANAGERS
AREA MANAGERS - DISTRIBUTOR SALES
AREA MANAGERS - CHAIN SALES
DIVISION MANAGERS
MILITARY REPRESENTATIVES
SALESMEN

4. SPECIFIC OFFICE DISTRIBUTION AS LISTED ..... ☑

J. LANDRY
M. BERKOWITZ
A. BICK
R. NOLAN
R. CREMIN
W. BEYER
A. BREAKSTONE
J. DUNNE
P. DE LISSER
A. GENS
J. GRANVILLE
J. HILL
T. KEIM
A. LEVINE
M. LAMSTER
J. MORGAN
E. MERLO
K. WILLIAMSON
R. PRUEHSNER
J. KIRTLAND
✓ T. WALSH
A. J. BISSMEYER
C. HOWARD
T. CAMLEY
R. FITZMAURICE
B. COLE

5. ATTACHMENTS ..... ☐

1. _____
2. _____
3. _____
4. _____
5. _____

PER _____

1005201058

Source: https://www.industrydocuments.ucsf.edu/docs/pngk0000

PROMOTIONAL RATIONALE

MARLBORO (Red, Green 100's & Lights)

All indications point to the fact that Marlboro will be the fastest growing brand in the cigarette industry again in 1972 -- for the fifth straight year.

The tremendous success of Marlboro in 1972 is due not only to the continued strength and growth of Marlboro Red, but the outstanding performance of Marlboro 100's, the continued development of Marlboro Menthol and the significant contribution of Marlboro Lights.

Sales figures through October show the total Marlboro brand up 19.1%, Red up 14.3%, 100's up 22.3%, and Green growing at a rate of 31%.

All Marlboro packings are showing considerable strength. As a result, starting in November and continuing on into 1973 we will be running from time to time in selected publications Marlboro Family advertising featuring all four packings. The purpose of this advertising is to show the consumer that Marlboro is more that just Red, but also Longhorns, Green and Lights - not only full-flavor, but also 100's, Menthol and hi-fi.

As a tie-in with this advertising effort, during the First Sales Cycle of 1973, we will be running generic point-of-sale featuring all four packings. In addition, the graphic design of the point-of-sale will relate directly to the initial consumer advertising.

PARLIAMENT (Regular & 100's)

Parliament sales during 1972 registered excellent growth and share gains. 1973 should offer Parliament another year to make headway in the hi-fi, as well as full flavor category, as many of the competitive brands in both of these groups continue to decline.

Parliament cigarettes offers the smoker the unique recessed filter in both 80-85 and 100mm packings. The unprecendented growth of Parliament 100's is continuing evidence of the appeal of the recessed filter to the smoking public. Parliament's advertising will continue to appear in magazines, outdoor, transit, and supplements in 1973.

During the first cycle, Parliament's generic display will attract many smokers to see not only the Parliament 100's pack, but that the recessed filter of Parliament works like a cigarette holder works.

The advertising theme will continue to feature the recessed filter of Parliament with the analogy, "It works like a cigarette holder works." For the first time, Parliament 100's only advertising will appear. The sales of Parliament 100's continue to clearly indicate that this packing is a vital and growing addition to the Parliament line. In fact, Parliament 100's is now the growth leader in the 100mm hi-fi/charcoal category. Sales for 1972 were up 23.8% over 1971 for 100's. With 80 and 85's showing a 1.9% increase over this same time period, the total brand is up over 5.7% in 1972. Continued switch selling and effective display play a big role in maintaining this momentum on Parliament during 1973.

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Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

BENSON & HEDGES MULTIFILTER

Momentum is starting to build behind B & H Multifilter. The brand's trend downward has been stopped in 1972, with many important markets showing sales increases. This first cycle promotion support will continue to provide broad based consumer exposure to "The Moderate Smoke" campaign.

Remember and use the following facts in your presentations:

- The B & H name emphasizes the brand's importance
- Multifilter combines filtration and flavor in ideal balance
- The humidor pack is a Multifilter exclusive and consumers like it
- B & H Multifilter is "The Moderate Smoke....the cigarette you can feel comfortable with, enjoy, and stay with".

BENSON & HEDGES 100's (Regular & Menthol)

The 100 millimeter category is the fastest growing segment of the industry. It is expected that industry sales of 100 millimeter brands will grow 10% this year. More importantly Benson & Hedges 100's are growing at an even faster pace and are expected to contribute 18% of the category's growth for 1972.

This tremendous growth has created some low inventory and out of stock problems, especially in those areas where sales have been increasing fastest. Filling our distribution gaps, especially on our menthol packing and bringing the brand's vitality to the attention of all segments of the trade can help us attain our goal for early '73. Our objective is to become the eighth largest brand in the country.

Our outstanding Benson & Hedges advertising will be expanded in many areas next year to support your efforts in the field.

Gold sales are up 12.7%.

Menthol sales are up 19.3%. Combined sales are the largest in the 100 millimeter category up a total of 14.9% - A great way to start the New Year!

VIRGINIA SLIMS (Regular & Menthol)

Virginia Slims' growth rate through October was up 13.5%. Because of the heavy and successful Book of Days Promotion, this rate is expected to be maintained during the fourth quarter.

During the First Sales Cycle Virginia Slims will be the tertiary brand for the second four weeks of the promotion period. The tertiary 20-pack set and sell unit will feature a Virginia Slims Wimbledon Sweepstakes. Winners will be selected in random drawings from the sweepstakes entries. The first prize will be a glamorous one-week vacation in London, one of the loveliest vacation spots in the world. In Late June, twenty lucky winners will go with the companion of their choice, first class, BOAC to London and stay at one of the finest hotels in the world -- the famous Grosvenor House Hotel, in the heart of London's most fashionable shopping and residential area. In addition, they will receive $500 to spend to their heart's content.

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Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0080

As an extra bonus, they will meet the stars of the Virginia Slims tennis circuit and will see the world's greatest tennis at Wimbledon. Tennis is growing just about as fast as Virginia Slims, and the two are closely related. This attractive promotion can't help but increase consumer awareness and trial.

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Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

MANAGEMENT ACCOUNTS - 1st SALES CYCLE 1973

Sales force activity during the 1st Sales Cycle in 1973 will be directed toward the support of the following brands:

BRAND POSITION	PERIOD 1-A JANUARY 2 -- JANUARY 26	PERIOD 1-B JANUARY 29 -- FEBRUARY 23
FIRST MAJOR	MARLBORO (Red, Green, 100's & Lights)	
SECOND MAJOR	PARLIAMENT - Regular & 100's	BENSON & HEDGES MULTIFILTER
TERTIARY	B & H 100's - Regular & Menthol	VIRGINIA SLIMS - Regular & Menthol

SELLING COVERAGE PERIODS:

. MANAGEMENT ACCOUNTS:
- SELL IN - 12/4 - 12/29
- SELL THROUGH - 1/2 - 2/23

. RETAIL ACCOUNTS:
- COVERAGE - 1/2 - 2/23

INTRODUCTION

As you approach the 1st cycle in 1973, plan to accomplish these key elements of your responsibility:

. Establish objectives for each area of your job mission. This applies whether in the areas of people development, selling of our products in volume, installing and maintaining displays, or measuring the effectiveness of our programs so as to improve future performance.

. Strengthen your benefit stories to the trade with regards to Philip Morris brands. That is, as the number two company in the cigarette industry, how does the trade benefit (profitably), by carrying our brands?

. The importance of our brands and the high degree of consumer acceptance can be demonstrated by the growth of our brands as indicated by the plus trends below:

. Marlboro - +19.1%
. Parliament - + 5.7%
. Benson & Hedges - +10.5%
. Virginia Slims - +13.5%

. Strengthen your relationship with individuals in the trade. You are no doubt aware of the importance of knowing your Headquarter buyer and store manager. As you check stores for contract compliance, introduce yourself to the stock clerk and other personnel affecting our brands. Remember, today's stock clerk is tomorrow's manager.

As you carry out your efforts to conclude 1972 on a successful plane, reflect on objectives set and accomplishments for this year. Any plans set for 1973, whether product or personnel oriented must be tempered with experience gained in 1972. Lets keep the 1972 momentum that has contributed to our growth going.

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Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

AREA MANAGERS-CHAIN SALES -- DIVISION MANAGERS

CHAIN ACCOUNTS COVERAGE

As you close out your 6th cycle's activity to begin planning for the 1st cycle 1973, direct your activities in the following areas:

SALES

. Where standing orders are in affect, review sales figures to determine if buyer should up-grade standing orders.

. Contact chain warehouse prior to each of your account calls to determine if out of stock problems exist. If problems do exist, insure that the accounts orders are increased.

. When you are making a control store call for any reason, get to the order book if a shortage of merchandise exist. Check to see if the store has been shorted any of our brands, or if any of our brands have been back ordered.

. Where possible, solicit orders for automatic distribution especially in support of Marlboro, Parliament, B & H Multifilter, Benson & Hedges 100, and Virginia Slims to cover added holiday volume and the 1st cycle's program.

MERCHANDISING

. Pick five (5) chains during this period and determine if market share on Plan-O-Gram equals to the share of market in that geographical area. Where problems exist, prepare for approval a recommended Plan-O-Gram for presentation to the accounts buyer and/or merchandising manager.

. Set an objective to audit at least 100 stores during this cycle. Your primary concern should be contract compliance on Plan "A" & "A-1". Improve the degree of compliance in your Convenience and Drug Accounts with "B" and "B-1" displays. Do not pay for non-compliance.

. Check vending machines in supermarkets during your retail store audits. Make sure our brands are in proper distribution (column share equal to market share) and are properly labeled.

DISPLAY SUPPORT

By now you have completed selling the Virginia Slims Book of Days Promotion, and displays are going up. Where possible, assist in setting up displays. Also, as you are contacting stores checking for compliance, check trade and consumer reaction to the offer.

ADMINISTRATIVE

There has been a general relaxed attitude with regards to securing and mailing in invoices in connection with our "A-1" programs. Invoices are still outstanding on the following programs: Marlboro Beach Towel Radio Offer - May 1972, B & H 100's Playing Card Promotion - July 1972, and Parliament Dictionary - September 1972. Contact your accounts immediately and clean up this back-log of old invoices.

The Marlboro Country Store Promotion is now at retail and The Virginia Slims Book of Days Promotion will go up in December. You are to secure invoices for these promotions at the end of each display period. Do not wait for the end of the quarter. DO NOT WAIT UNTIL YOUR ACCOUNTS MAIL THE INVOICES TO YOU - GO DIRECTLY TO THE BUYER OR ACCOUNTING DEPARTMENT AND SECURE FUTURE INVOICES AS SOON AS THE "A-1" PROMOTION ENDS.

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Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

AREA MANAGERS-DISTRIBUTOR SALES -- DIVISION MANAGERS

DISTRIBUTOR AND VENDOR COVERAGE

Your activity with distributors and vendors during this period should include:

DISTRIBUTORS

SALES

. In all accounts in your area, sell-in an extra weeks business (+25%) and increase standing orders in every possible instance to compensate for the growth of our brands and the added volume that will be generated as a result of the holidays. Continue in your efforts to sell-in an extra weeks business as we move into 1973.

. Continue to contact distributor managers and sales teams for the purpose of encouraging them to sell our brands.

. The Benson & Hedges Multifilter "Superbowl Sales Drive" has now taken place in your market. As you close this promotion:

a. Pick up all distributor certification forms with accompanying record books by 12/1/72. All forms must be in the N.Y. office by 12/8/72. The Superbowl Sweepstakes winners will be chosen via a drawing 12/11/72.

b. Evaluate the effectiveness of the B & H Multifilter program by comparing displays shipped to accounts vs. displays actually placed. Compare orders placed for merchandise during this sales drive vs. merchandise ordered during other regular and promotional periods.

VENDORS

SALES

. Establish a local program for yourself during this cycle to ride with a minimum of two (2) routemen during separate weeks in the cycle to get additional columns of our brands in the machines.

. You have received your Vend-Ability Kit (a brochure, catalog page, cigarette profit economics, and a letter of instructions) for 1972. Make aggressive presentations stressing the profitability of our brands. All presentations should be completed this cycle. Your objective should be to increase column of placement of all of our brands, particularly the 100mm. Provide us with the reaction and the trade's reaction to the Vend-Ability program. (See Vend-Ability Addendum Sheets enclosed).

MERCHANDISING

. Maintain an adequate supply of labels on hand in your car. Requisitions for vending labels for customers should not be submitted to New York but supplied by you at the time of call.

ADMINISTRATIVE

. Insure that all vending invoices are secured and forwarded by the end of the month following each calendar quarter. This insures the timely processing of invoices which enables vendors to get their payments sooner.

. An AMDS Seminar will be held February 1973. You will receive detailed information pertaining to seminar in the next few weeks.

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Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

DIVISION MANAGERS

RETAIL PREPARATION AND ACTIVITY

During the 1st Sales Cycle of 1973, your activity should include the following:

SALES SELECTION

. Your primary objective for 1973 should be to maintain a completely staffed division. Maintain resumes on qualified applicants in your files. Applicants held in reserve will keep you prepared for turnover and minimized the time in which your sales territories are vacant as a result of extended recruiting periods.

TRAINING

. You should continue to spend one full day selling the Product Promotion Plan to retail outlets. Then spend at least one day with each Sales Representative to make sure the Product Promotion Plan is understood. More time may be spent with each Sales Representative as needed.

. Continue to utilize the prepared presentation "Selling the Combination Offer" with all of your people. The selling approach will remain the same even though the brands are different.

. Train your new Sales Representatives and re-train your older Sales Representatives to sell on the basis of benefits of our brands. Your S/Rs should stress:

a. The Profit he makes on our brands and on the total cigarette category.

b. Increased Store Traffic through advertising and promotional support.

c. Turnover - Inform your customers that cigarettes are among the highest turnover items in their outlets.

d. The free goods plus trade offer should be presented as an after thought. It is "The Frosting on the Cake". This should be the last element given in your benefit statement.

SUPERVISION

. Bring up to date any performance reviews pending before the year end. Begin setting up schedules now for individual performance reviews for 1973. Audit daily work records frequently on all Sales Representatives even though a performance review may not be in affect at that time.

. A primary objective on the Plan "A" section must be a representation of all authorized brands with a share of shelf space equal to the share of market in that area.

. Review P.O.S. placement objectives to determine if all materials supplied is being utilized.

. Where you have Sales Representatives who will not receive Christmas vacations, provide proper routing and scheduling to make certain that the Sales Representatives are working properly during this period.

ADMINISTRATIVE

. Refer to AMCS's and AMDS's portion of the Product Promotion Plan for the timely and proper handling of invoices.

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Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

RETAIL ACTIVITIES

FIRST SALES CYCLE

JANUARY 2, 1973 - FEBRUARY 23, 1973

During the First Sales Cycle, all sales forces activity should be directed toward the support of the following brands:

BRAND POSITION	PERIOD 1-A JANUARY 2 -- JANUARY 26	PERIOD 1-B JANUARY 29 -- FEBRUARY 23
FIRST MAJOR	MARLBORO (Red, Green, 100's & Lights)	
SECOND MAJOR	PARLIAMENT - Regular & 100's	BENSON & HEDGES MULTIFILTER
TERTIARY	B & H 100's - Regular & Menthol	VIRGINIA SLIMS - Regular & Menthol

INTRODUCTION

During the First Sales Cycle of 1973, we will feature a retail offer similar to the one that we ran in the 6th Sales Cycle. The offer to the trade will be 5% free goods (1 pack free with 2 cartons) plus $1.50 "Set Up and Sell Allowance." The position each brand holds during this cycle is specified in the chart above. The carton breakdown will also be specified.

THE FIRST CYCLE RETAIL SALES OFFER

The sell-in plan for the First Sales Cycle is as follows: Offer to non-direct retailers a 10 carton combination offer consisting of:

. First Four Weeks
1/2 - 1/26

5-cartons MARLBORO (1-Menthol, 2-Lights & 2-100's)
3-cartons PARLIAMENT (2-80's or 85's & 1-100's)
2-cartons BENSON & HEDGES 100's (1-Regular & 1-Menthol)

. Second Four Weeks
1/29 - 2/23

5-cartons MARLBORO (1-Menthol, 2-Lights & 2-100's)
3-cartons B & H MULTIFILTER (2-Regular & 1-Menthol)
2-cartons VIRGINIA SLIMS (1-Regular & 1-Menthol)

NOTE: Where necessary, you may sell-in less than 10 cartons, but you must keep the free goods in relation to sales. That is, one pack for each two cartons sold. Likewise, you should keep your product mix in roughly the same proportion for quantities below 10 cartons. You should be able to sell additional cartons to retailers to support our brands growth and promotions, but, maximum gratis (free goods) per outlet is 5 packs for 10 cartons or more sale.

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Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

THE SALES PLAN

The main purpose of this change in procedure is to increase the numbers and life of set/sell displays - without decreasing the volume of cigarettes sold to retailers during sales calls. It is worthwhile to again emphasize a few simple ground rules before getting on with the details of this cycle's program.

- Volume cigarette sales to retailers during sales calls are still a very important part of your sales mission.
- The 5% free goods will enable you to continue a high level of sales.
- The set/sell displays are to be placed in "up front" locations for two weeks for $1.50. Use gratis receipts as usual for free goods and write "$1.50 for display (BRAND) for 2 weeks" on the bottom of gratis receipt. The same receipt can serve for both gratis and $1.50 payment.
- In those instances where you cannot place the set/sell, $1.50 displays, you may still sell-in merchandise outlined in this Promotion Plan giving the 5% free goods as authorized.

SET/SELL DISPLAY OFFER

The procedure changes when you move from a retail store that has a Plan B or B-1 display (contract outlet) to one that does not (non-contract outlet).

- NON-CONTRACT OUTLETS - In outlets without merchandising contracts, we generally have no brands displayed. The $1.50 set/sell allowance should be offered on the First Major Brand (Marlboro) for a 30-pack Marlboro display. You may also offer $1.50 set/sell allowance on the 18-pack Marlboro check-out type display for use in independent supermarkets on a per store basis only. The reason for the emphasis on the Marlboro brand here is we wish to display the primary brand where that is the only display we have available in the outlets.

- CONTRACT OUTLETS - In outlets with contracts, the $1.50 allowance for a 20 pack set/sell display will be offered on the Tertiary Brand only. Our First and Second Major brands are already displayed in "B-1" or in the new "B" displays.

- PERFORMANCE

  - The $1.50 display allowance for specified primary and tertiary brands will be paid on displays remaining up for 2-weeks or until merchandise is sold.
  - Display brands (set/sell) will be in effect for the periods shown at the top of page 1.
  - NOTE: Virginia Slims generic material will be featured in the following states where Sweepstakes are illegal: Wisconsin, Missouri, Washington.

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Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

. OBJECTIVE SETTING - There are several things to consider as you set your objectives for set/sell displays:

1. How many displays were shipped to you for use during this cycle.

2. An awareness that maximum utilization of all set/sell displays shipped to you must be your goal.

3. How many non-contract independent outlets are available in your territory where the 1st major brand will be displayed, and your daily usage objective.

4. How many contract independents (some chain outlets are acceptable) are available where the 3rd major brands will be displayed. A primary source for the utilization of any remaining tertiary set/sell displays is to secure extra "free" displays in any type of outlet.

MERCHANDISING OBJECTIVE

. Refer to the inside of the front cover of the Product Promotion Plan folder for instructions regarding brands and dates for various contract displays. These represent the basis for your merchandising objectives along with preceeding instructions on set/sell placements.

. Package Racks should be filled on every call - whether self service or not. Once cigarettes are taken from the carton racks and placed in the pack racks, they are considered sold from a store inventory point. You can now accomplish several functions:

  . Reduce the inventory level on the carton racks.

  . Gain access to back rooms to replinish carton racks.

  . Get to the order book to order in extra merchandise to replace the back room inventory.

SELLING AIDS

. A Benson & Hedges "Push Pull" door decal will be supplied for use in retail outlets. These decals should be used in your outlets located in high traffic areas where you can get maximum exposure for our brand.

. An advertising schedule will be supplied which will list the extensive coverage placed behind Marlboro, Parliament, Benson & Hedges, and Virginia Slims this cycle. You should utilize your schedule to point out to the retailer the kind of advertising coverage the brands will receive in addition to the trade offers.

. "Special Offer" 10 carton bands will be mailed to you for your use in presenting the 10-carton combination sell-in offer.

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SWITCH SELLING

. Use your daily allocation (maximum 10-packs 20's) to gain new smokers for our brands. Sell the benefits - Get a committment!

. Switch to brands appropriate to situation rather than stressing the brands we are featuring during this cycle. Review the switch selling portion of your ASK Manual prior to beginning this cycle's activities.

Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

SALES OPENER

You were furnished with a separate presentation during the 6th cycle designed to assist you in preparing for your sales call and tailoring the combination offer ($1.50 plus 5% gratis) to the individual store. You should continue to use this selling approach. Although the brands featured this cycle are different, the offer and approach will remain unchanged.

GRATIS USE & REPORTING

- All cigarette gratis is to be charged at wholesale, supported by gratis receipts. Gratis and $1.50 display payments are to be reported on your Weekly Voucher (see example enclosed).

- Your activities should be reported on the Weekly Scanner as illustrated on the example enclosed. Continue your efforts toward a zero error situation with the Scanner Reporting. More time must be taken to check entries on your daily work record at the end of each working day and on your Scanner Sheet at week's ends.

The efforts that you placed behind our brands in 1972 have resulted in very strong trends for our products. As we begin our programs for 1973, the total thrust must be one of keeping our sales curves going up. I know you will begin and end the year 1973 with a 100% plus effort.

Good luck and good selling to each of you.

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Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

VEND-ABILITY ADDENDUM

Use this information to further support your Vend-Ability presentation to vendors. Continue to increase placements of our brands.

- Every cigarette manufacturer maintains a column subsidy payment plan, designed to encourage vendors to devote additional column to their own particular brands.

- As a general rule subsidy payments are contingent upon vendors carrying several columns of manufacturer's more popular brands before any payment is available.

- All too often the "paid" brands are extremely low in their share of market and although the operator derives some income from their placement, the rate of sale is usually so poor that turnover is static and the overall profit return is poor.

- In order to equip you to intelligently compare the column programs of our competitors and sieze the opportunities to illustrate the benefits of our Program with fast-moving products in the fastest segment of the Industry, the following facts are pointed out for your thoughtful study:

A. Required Brands

. American Tobacco requires:	3 brands before payments begin.
. Brown & Williamson requires:	3 brands before payments begin.
. Liggett & Meyers requires:	3 brands in most equipment before payments begin.
. R.J. Reynolds requires:	3 brands before payments begin.
. Philip Morris requires:	Only Marlboro Red, the fastest growing brand in the U.S.A. before payments begin.

B. Sales Trends

. American Tobacco pays for:	3 brands that are showing sales decreases nationally. (Pall Mall, Lucky Strike, Tareyton).
. Brown & Williamson pays for:	3 brands that are showing sales decreases nationally. (Raleigh, Belair, Viceroy).
. Liggett & Meyers pays for:	3 brands that are showing sales decreases nationally. (Chesterfield, Lark, Eve).

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Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

B. Sales Trends - Con't

. R.J. Reynolds pays for:	2 brands that are showing sales decreases nationally. (Camel, Doral).
. ONLY PHILIP MORRIS HAS:	ALL OF ITS PAID BRANDS SHOWING INCREASES.

. The real test of a profitable and lucrative program is not merely how many promotional dollars are paid out, but rather what combination of paid brands and high turnover products will result in the most beneficial program for operators.

. From time to time, you may hear that one manufacturer "pays" more than any other. You should be aware of the facts and be in a position to point out the true merits of our own as well as the competition's offers.

- A paid brand that doesn't move costs the operator profits.
- Based on the average operator margin, a non-paid brand that sells only 5 packages a month is equivalent to a $3.00 paid brand that doesn't turn-over.
- Remember, we advocate that for maximum profits, every machine should vend a combination of multiple columns of fast-moving brands and a prudent selection of subsidized brands. Only Philip Morris has the ideal program to meet these objectives.
- Vending can be profitable and Vend-Ability provides the key to Greater Profits!!!

EVERY MACHINE IS AN INDIVIDUAL PROFIT CENTER

1005201021

Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

MERCHANDISING PROGRAM SET-UP - 1st SALES CYCLE

. PLAN "A" CARTON FIXTURE

Sales of Philip Morris major brands continue to increase at a very rapid rate. The rate of increase for the first 10 months of 1972 is far ahead of all competitive brands. Our market share is also increasing at an unprecendented rate. It is essential that:

a. Our share on the carton fixture is equal to our share of market in your area.

b. All carton fixtures should be labeled to discourage encroachment. Place shelf talkers according to the following schedule:

- Marlboro will be featured the entire 8 weeks - 1/2 -- 2/23
- Parliament will be featured 4 weeks - 1/2 -- 2/26
- Benson & Hedges Multifilter will be featured 4 weeks - 1/29 -- 2/23

. PLAN A-1

. Virginia Slims will be featured January 2nd through January 26th via the continuation of the 6th cycles 1972 Book of Days Promotion. Follow through with any planned displays for this period.

. PLAN B DISPLAYS

Wooden - Marlboro will be featured the entire 8 weeks (Red, Green, 100's & Lights) January 2nd - February 23rd.

New Wire Racks - Marlboro will be featured in the top section during the entire 8 weeks of the cycle.

- Parliament (Regular & 100's) will be featured in the bottom section - January 2nd - January 26th.

- Multifilter will be featured in the bottom section January 29th - February 23rd.

. PLAN B-1 DISPLAYS

- Marlboro will be featured in the large section the entire 8 weeks.

- Parliament will be featured in the small section January 2nd - January 26th.

- Benson & Hedges Multifilter will be featured in the small section January 29th - February 23rd.

Refer to the inside of the front cover of the Product Promotion Plan folder for instructions regarding brands and dates for various contract displays.

1005201072

Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

YOUR OWN SALES STORY

THE OPENER: Good morning Mr. _____. Would you like to make an immediate and greater profit by merchandising Marlboro, Parliament, (or B & H Multifilter), and Benson & Hedges 100's, (or Virginia Slims).

SALES/BENEFIT STORY: (Study the Promotional Rationale and Chapter 2-6 of your ASK Manual to Develop).

MARLBORO (RED, GREEN, 100's & LIGHTS) _____

PARLIAMENT (REGULAR & 100's) _____

BENSON & HEDGES MULTIFILTER _____

BENSON & HEDGES 100's (REGULAR & MENTHOL) _____

VIRGINIA SLIMS (REGULAR & MENTHOL) _____

POSSIBLE OBJECTIONS: _____

YOUR RESPONSE TO THESE OBJECTIONS: _____

1005201073

CLOSING: _____

Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

POINT-OF-SALE KIT

FIRST SALES CYCLE

JANUARY 2 - FEBRUARY 23

ITEM	SALESMAN	D. M.	CASE PACKINGS
MARLBORO			
30 Pack Set Up & Sell Unit	150	150	150
18 Pack Set Up & Sell Unit	25	25	Banded 25's
Large Shelf Talker	30	30	Banded 30's
B-1 Large Strip (Shelf Talker)	75	75	Bulk
Posters	50	50	Bulk
PARLIAMENT			
Large Shelf Talker	30	30	Banded 30's
Small Shelf Talker	75	75	Banded 75's
B & H MULTIFILTER			
Large Shelf Talker	30	30	Banded 30's
BENSON & HEDGES			
20 Pack Set Up & Sell Unit	100	100	100's
"Push Pull" Door Decal	75	75	Banded 75's
VIRGINIA SLIMS WIMBLEDON SWEEPSTAKES			
20 Pack Set Up & Sell Unit	100	100	100's
with Tear Off Pad (50 per pad)	200	200	200's
Retailer Catalog Sheet	10 20 (AMDS)	10 10(R.M. S.M. MIL REP)	Bulk
VIRGINIA SLIMS Generic for Non-Sweepstakes States (Missouri, Wisconsin, Washington)			
20 Pack Set Up & Sell Unit	100	100	100's
"SPECIAL OFFER" 10 carton Bands	10	10	
Daily Work Record	2	--	
Retail Order Pads	2	--	
Masking Tape	1	1	
Scanner Sheets	10	--	

1005201074

Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

SCANNER SHEET REPORTING INSTRUCTIONS

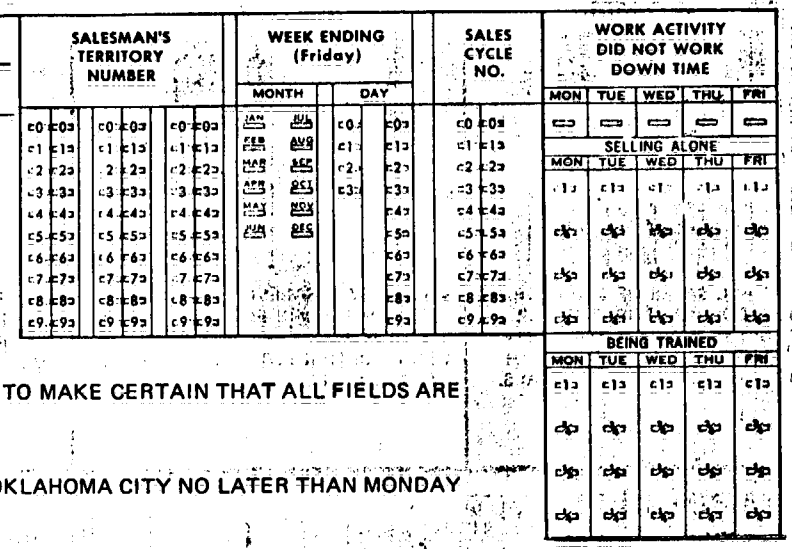
SALESMAN'S NAME_____

TERRITORY NUMBER_____

REPORT IN THESE SECTIONS IN THE NORMAL MANNER. BE ESPECIALLY CAREFUL TO INSURE THAT YOUR PROPER TERRITORY NUMBER IS WRITTEN AND MARKED IN THE APPROPRIATE SPACES.

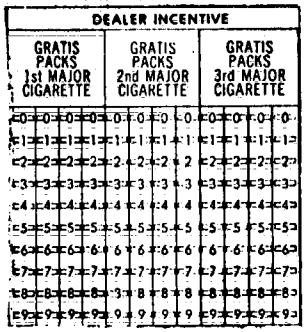
REVIEW YOUR SCANNER CAREFULLY BEFORE MAILING TO MAKE CERTAIN THAT ALL FIELDS ARE MARKED CORRECTLY.

MAIL IN AMPLE TIME FOR THE SCANNER TO ARRIVE IN OKLAHOMA CITY NO LATER THAN MONDAY MORNING.



TOTAL CALLS WEEK	BREAKDOWN OF CALLS →	Type Calls: Non-Controlled	Type Calls: Controlled
0 1 2 3 4 5 6 7 8 9	Non-Controlled — Stores where buying and merchandising decisions are made locally	0 1 2 3 4 5 6 7 8 9	
0 1 2 3 4 5 6 7 8 9	Controlled — Chain stores where buying and merchandising decisions are made at head quarters		0 1 2 3 4 5 6 7 8 9

REPORT NUMBER OF NON-CONTROLLED AND NUMBER OF CONTROLLED CALLS MADE EACH WEEK. ALSO REPORT THE TOTAL OF ALL CALLS MADE.



SHOW GRATIS PACKS USED FOR MARLBORO UNDER 1ST MAJOR CIGARETTE FOR THE FULL EIGHT WEEKS OF 1ST CYCLE.

SHOW GRATIS PACKS USED FOR PARLIAMENT UNDER 2ND MAJOR CIGARETTE FOR THE FIRST 4 WEEKS OF THE 1ST CYCLE (JAN. 2 – JAN. 26)

SHOW GRATIS PACKS USED FOR BENSON HEDGES MULTI-FILTER UNDER 2ND MAJOR CIGARETTE DURING THE LAST 4 WEEKS OF THE 1ST CYCLE (JAN. 29 – FEB. 23).

SHOW GRATIS PACKS USED FOR BENSON & HEDGES 100'S UNDER 3RD MAJOR CIGARETTE FOR THE FIRST 4 WEEKS OF THE 1ST CYCLE (JAN. 2 – JAN. 26).

SHOW GRATIS PACKS USED FOR VIRGINIA SLIMS UNDER 3RD MAJOR CIGARETTE FOR THE LAST 4 WEEKS OF THE 1ST CYCLE (JAN. 29 – FEB. 23).

Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

CARTONS SOLD

1st MAJOR CIGARETTE	
Non-Controlled	Controlled
0 1 2 3 4 5 6 7 8 9	0 1 2 3 4 5 6 7 8 9

REPORT ALL SALES OF MARLBORO IN THIS COLUMN FOR THE FULL EIGHT WEEKS. MAKE CERTAIN NON-CONTROLLED TOTALS ARE SEPARATED FROM CONTROLLED TOTALS.

2nd MAJOR CIGARETTE	
Non-Controlled	Controlled
0 1 2 3 4 5 6 7 8 9	0 1 2 3 4 5 6 7 8 9

- REPORT ALL SALES OF PARLIAMENT IN THIS COLUMN FOR THE FIRST 4 WEEKS (JAN. 2 – JAN. 26).
- B&H MULTIFILTER – 2ND 4 WEEKS (JAN. 29 – FEB. 23).

SUPPLEMENTAL/ITEM "A"	
Non-Controlled	Controlled
0 1 2 3 4 5 6 7 8 9	0 1 2 3 4 5 6 7 8 9

- REPORT ALL SALES OF B & H 100'S IN THIS COLUMN FOR THE FIRST 4 WEEKS (JAN. 2 – JAN. 26).
- VIRGINIA SLIMS – 2ND 4 WEEKS (JAN. 29 – FEB. 23).

SUPPLEMENTAL/ITEM "B"	
Non-Controlled	Controlled
0 1 2 3 4 5 6 7 8 9	0 1 2 3 4 5 6 7 8 9

REPORT THE SALES OF ALL OTHER BRANDS IN THIS COLUMN FOR THE ENTIRE CYCLE.

DISPLAYS

SETUP OR SERVICE	
B	B-1
0 1 2 3 4 5 6 7 8 9	0 1 2 3 4 5 6 7 8 9

1st MAJOR CIG.	
SET/SELL	SPECIAL ACTIVITY
0 1 2 3 4 5 6 7 8 9	0 1 2 3 4 5 6 7 8 9

REPORT ALL SET/SELL DISPLAYS FOR MARLBORO IN THIS COLUMN

DO NOT REPORT IN THIS COLUMN

2nd MAJOR CIG.	
SET/SELL	SPECIAL ACTIVITY
0 1 2 3 4 5 6 7 8 9	0 1 2 3 4 5 6 7 8 9

DO NOT REPORT IN THIS COLUMN

DO NOT REPORT IN THIS COLUMN

SUPPLEMENTAL/ITEM "A"	
DISPLAYS ERECTED	SPECIAL ACTIVITY
0 1 2 3 4 5 6 7 8 9	0 1 2 3 4 5 6 7 8 9

- REPORT ALL B&H 100's SET/SELL DISPLAYS DURING THE FIRST 4 WEEKS.
- VIRGINIA SLIMS – 2ND 4 WEEKS

DO NOT REPORT IN THIS SECTION

SUPPLEMENTAL/ITEM "B"	
DISPLAYS ERECTED	SPECIAL ACTIVITY
0 1 2 3 4 5 6 7 8 9	0 1 2 3 4 5 6 7 8 9

REPORT ALL A-1 DISPLAYS ERECTED THIS CYCLE IN THIS COLUMN

DO NOT REPORT IN THIS COLUMN

1005201076

Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

Form # 1239 Rev. 4/70
P. M. U. S. A.

PHILIP MORRIS U. S. A.

SALESMAN'S EXPENSE VOUCHER

DRAFT NO. ← FILL IN | DO NOT WRITE HERE → GROUP | SALESMAN'S NUMBER

SALESMAN'S NAME (PRINT) | WEEK ENDING (SATURDAY) 19

HEADQUARTERS (CITY-STATE) | TERRITORY CODE | DIVISION NO. | REGION NO.

Receipts must be attached to duplicate copy which is mailed to immediate superior for all expenses. Such receipts must be on Certified Bill Head showing date, items purchased and value, and must be signed by the person receiving payment.

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	TOTAL	Acct. Code
Hours Worked									FOR OFFICE USE ONLY
Explanation Time Not Worked									
Town and State Where Expenses Were Incurred									
Personal And Other Expenses									
Room									
Meals									
Telephone, Telegrams, Postage									
Transportation Paid By You (other than company car)									
Personal Smokes									
Supplies - Office, Etc.									
Total Personal and Other Expenses									
Samples									
Switch Sampling									
Samples - Other (Specify)									
Incentive Promotions									
Dealer Incentives									
Marlboro (Red, Green 100's & Lights)	150	Packs	@	31¢				$46.50	
Parliament (or B&H Multifilter)	130	"	"	32¢				41.60	
Benson & Hedges 100's (or Virginia Slims)	140	"	"	32¢				44.80	
$1.50 Gratis Units 1st Major	80	"	"	$1.50				120.00	
$1.50 Gratis Units Tertiary	30	"	"	1.50				45.00	

MERCHANDISING PROGRAM EXPENSES
SHOW TOTALS FROM PERFORMANCE REPORTS - LOCAL PROMOTIONS

WEEKLY TOTALS PLANS A & C (FORM #1762)			
WEEKLY TOTAL PLANS B & B-1 (FORM #1763)			

SHOW AIR TRAVEL CARD CHARGES SEE INSTRUCTIONS #11

TRIP DATE	TICKET NO.	ORIGIN	DESTINATION	AMOUNT
				$

TOTAL EXPENSES ABOVE		
AUTO EXPENSE (FROM AUTO EXPENSE STATEMENT)		
TOTAL EXPENSE		

Comments:

SIGNATURE | ADDRESS | CITY | STATE | ZIP CODE

Duplicate - Mail To Immediate Superior

1005201072

Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

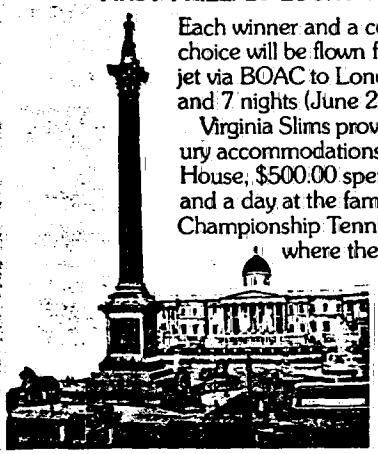
ANNOUNCING THE VIRGINIA SLIMS LONDON SWEEPSTAKES.

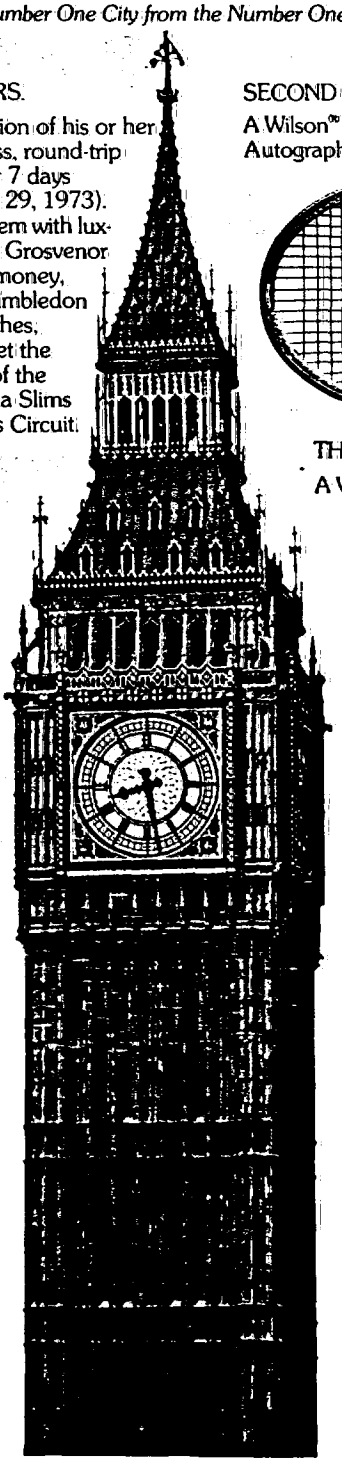
A luxurious trip to that Number One City from the Number One Cigarette for women.

FIRST PRIZE. 20 LUCKY WINNERS.

Each winner and a companion of his or her choice will be flown first class, round-trip jet via BOAC to London for 7 days and 7 nights (June 22-June 29, 1973).

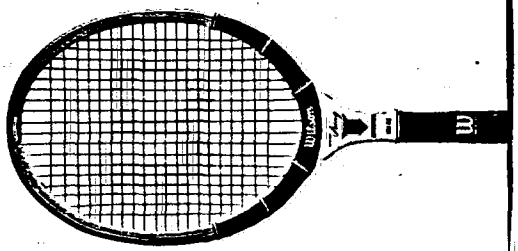
Virginia Slims provides them with luxury accommodations at the Grosvenor House, $500.00 spending money, and a day at the famous Wimbledon Championship Tennis Matches, where they'll meet the stars of the Virginia Slims Tennis Circuit.





SECOND PRIZE. 100 LUCKY WINNERS.

A Wilson® Billie Jean King Autographed tennis racket.



THIRD PRIZE. 1,000 LUCKY WINNERS.

A Virginia Slims lighter.

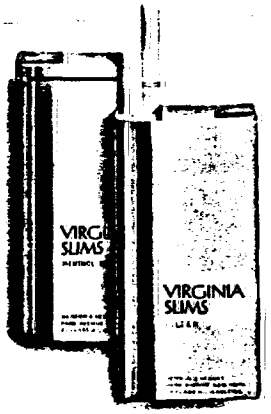
Random drawings will be held on or before May 1, 1973.

We're backing this exciting promotion with major media support. All geared to start on January 29 and end April 25, 1973. Full-page ads in such major magazines as Life, Ladies' Home Journal, TV Guide, Family Circle, Woman's Day, Redbook, Cosmopolitan, Glamour and Mademoiselle.

STOCK UP NOW. Regular and Menthol. We'll reach over 35 million women with the Virginia Slims London Sweekstakes. Don't be caught short when this promotion is announced.

Our sales are up 12% over last year, so get ready. Check your order today.

You've come a long way, baby.



VS 3-73

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Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

PHILIP MORRIS

INCORPORATED

100 PARK AVENUE, NEW YORK, N.Y. 10017

★ ★ ★

ADVERTISING SCHEDULE

JANUARY 2 - FEBRUARY 23

1ST SALES CYCLE

1973

★ ★ ★

MARLBORO BENSON & HEDGES PARLIAMENT

MARLBORO LIGHTS VIRGINIA SLIMS MULTIFILTER

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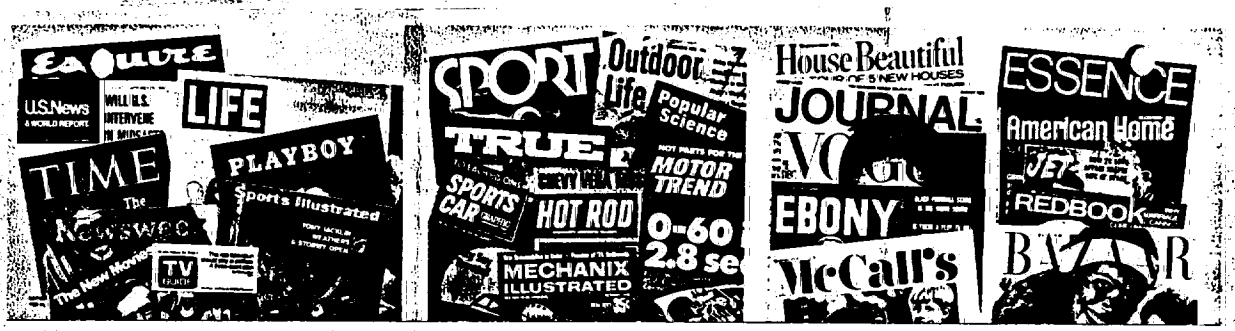
Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000



NATIONAL PERIODICALS

ON SALE THIS CYCLE

MARLBORO

Life
TV Guide
Time
Newsweek
U.S. News & World Report
Sports Illustrated
Playboy
Penthouse
Gallery
Oui
Esquire
Popular Science
Popular Mechanics
Mechanix Illustrated
Sport
True
Outdoor Life
Field & Stream
Sporting News
Argosy
VFW Magazine
American Legion Magazine
V.I.P. Magazine
Hot Rod
Car Craft
Road & Track
Car & Driver
Jet
Black Enterprise
McCalls
Ladies Home Journal
Redbook
Cosmopolitan
Family Circle
Woman's Day

VIRGINIA SLIMS

Life
TV Guide
McCalls
Ladies Home Journal
Redbook
Cosmopolitan
Vogue
Harper's Bazaar
Mademoiselle
Family Circle
Woman's Day
American Home
House & Garden
House Beautiful
MacFadden's Women's Group
Dell Modern Group
Stewardess & Flight Service News
Ms.
Southern Living
Ebony
Jet
Essence
Ideal Women's Group
Sterling Group
Glamour

PARLIAMENT

Life
TV Guide
Time
Newsweek
U.S. News & World Report
Sports Illustrated
Psychology Today
Saturday Review
Money
World
Atlantic
House Beautiful

BENSON & HEDGES

Life
TV Guide
Time
Newsweek
U.S. News & World Report
Sports Illustrated
Playboy
Gallery
Esquire
Psychology Today
Saturday Review
Harper's
The Atlantic
World
Money
McCalls
Ladies Home Journal
Redbook
Cosmopolitan
Family Circle
Women's Day
Ms.
Southern Living
Ski
Skiing
Ebony
Jet
Essence
Crises
Contact
Intellectual Digest
Gourmet

MULTIFILTER

Life
TV Guide

1005201080

Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

LOCAL ADVERTISING REGION NO. 1

OUTDOOR*

Benson & Hedges (Jan.)	Boston	110 Posters
	Hartford	25 Posters
Marlboro (Feb.)	New Haven	32 Posters
	New York	500 Posters
	Providence	38 Posters
Virginia Slims (Jan.)	New York	3,300 1-Sheet Subway Car Cards
Parliament (Feb.)		
Benson & Hedges (Jan.)	New York	1,800 2-Sheet Subway Panels
Parliament (Feb.)		
Marlboro (Jan.) Virginia Slims (Feb.)	New York	499 3-Sheet Panels
Benson & Hedges (Jan.) Parliament (Feb.)	New York	500 King-Size Panels
Marlboro (Jan.-Feb.)	New York	200 Subway Clocks
Marlboro (Jan.-Feb.)	New York	2 Bulletins
	Bridgeport	2 Bulletins
	Boston	6 Bulletins
	Buffalo	4 Bulletins
	Hartford	2 Bulletins
	New Haven	4 Bulletins
	New York	37 Bulletins
		Yankee Stadium Outfield Sign
	Providence	2 Bulletins
Marlboro (Jan.-Feb.)	All Markets	REA Truck Panels

REGIONAL PERIODICALS

Benson & Hedges, Parliament	Boston	Boston Magazine
Benson & Hedges, Parliament	Boston	Playbill
Benson & Hedges, Parliament Virginia Slims	New York	Cue
Benson & Hedges, Marlboro	New York	Lincoln Center Programs
Benson & Hedges, Marlboro, Parliament, Virginia Slims	New York	New York Magazine

*Bulletin Dimensions:
Bulletins (Permanent & rotating) - 12'x48'-20'x70'
Posters (30-Sheet Panels) - 12'x25'
Kings (8-Sheet Panels) - 88"x85"
1-Sheet - 22"x21"
2-Sheet - 45"x59½"
3-Sheet - 41"x83½"

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Source: https://www.industrydocuments.ucsf.edu/docs/phgk0000

SUNDAY SUPPLEMENTS

NATIONAL:

Family Weekly	-	Marlboro, Virginia Slims
Parade	-	Benson & Hedges, Marlboro
Tuesday	-	Benson & Hedges, Virginia Slims

LOCAL:

Boston	Advertiser	Parliament, Virginia Slims
Buffalo	Courier Express	Parliament, Virginia Slims
Hartford	Courant	Parliament, Virginia Slims
New York	Long Island Newsday	Benson & Hedges, Marlboro, Vriginia Slims, Parliament
	Newark Star Ledger	Parliament, Virginia Slims
	News	Benson & Hedges, Marlboro, Parliament, Virginia Slims
Providence	Journal	Benson & Hedges, Marlboro, Parliament, Virginia Slims
Rochester	Democrat & Chronicle	Benson & Hedges, Marlboro, Parliament, Virginia Slims
Springfield (Mass.)	Republican	Parliament, Virginia Slims
Syracuse	Herald American/ Post Standard	Parliament, Virginia Slims
Worcester	Sunday-Telegram	Benson & Hedges, Marlboro Parliament, Virginia Slims

1005201082

Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

Nat[illegible]al Consumer Magazines - January - February

MARLBORO	PARLIAMENT	BENSON & HEDGES	VIRGINIA SLIMS
Life	Life	Life	Life
TV Guide	TV Guide	TV Guide	TV Guide
Time	Time	Time	Ebony
Newsweek	Newsweek	Newsweek	Jet
U.S. News & World Report	U.S. News & World Report	U.S. News & World Report	McCalls
Sports Illustrated	Sports Illustrated	Sports Illustrated	Ladies Home Journal
Esquire	Money	Money	Redbook
Playboy	Psychology Today	Esquire	Cosmopolitan
Penthouse	Saturday Review	Playboy	Family Circle
Oui	McCalls	Oui	Woman's Day
Gallery	House & Garden	Gallery	Coronet
Ebony	Metro Sunday	Psychology Today	Mac Fadden's Group
Jet		Saturday Review	Stewardess News
Black Enterprise		World	Ms.
Contact		Harpers	Glamour
Popular Science		Ebony	Mademoiselle
Popular Mechanics		Jet	Harper's Bazaar
Mechanix Illustrated		Essence	Vogue
Sport		Crises	American Home
True		McCalls	House & Garden
Argosy		Ladies Home Journal	House Beautiful
Outdoor Life		Redbook	Southern Living
Field & Stream		Cosmopolitan	Metro Sunday
V.F.W. Magazine		Family Circle	Family Weekly
American Legion		Woman's Day	Tuesday
Motor Trend		Southern Living	Essence
Hot Rod		Parade	
Car Craft		Metro Sunday	
Road & Track		Tuesday	
Car & Driver			
Sporting News			
McCalls			
Ladies Home Journal			
Redbook			
Cosmopolitan			
Family Circle			
Woman's Day			
Southern Living			
Parade			
Metro Sunday			
Family Weekly			

1005201083

Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

IMAGE
NOT
AVAILABLE
ONLINE

The material referenced in the associated index listing is available in the Minnesota Tobacco Document Depository. Please see this website's home page for additional information regarding the Depository.

Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

MILITARY REPRESENTATIVE

FIRST SALES CYCLE

JANUARY 2, 1973 -- FEBRUARY 23, 1973

INTRODUCTION

As you approach the 1st cycle of 1973, plan to immediately accomplish and become more deeply involved in the following:

- Review and set objectives on a call by call basis.
- *Selling cigarettes in greater volume.
- In store merchandising and displays.
- A more extensive use of military incentive items.
- Build better trade relations.

Since you are no longer responsible for the General Products Line, you will have more than enough time for this greater account involvement.

OBJECTIVE SETTING

Go through all call cards, set and record objectives prior to beginning this cycle's activity. Your objectives should have been carefully thought through. Once they have been obtained, record the date on your call card and make note of other areas of opportunities.

SPECIAL ACTIVITIES

During the First Sales Cycle, advertising and promotional support will be placed behind the brands listed below. Your selling and merchandising activity should be placed behind these brands where possible.

	NATIONALLY	MILITARY
. MARLBORO	+19.1	+18.0
. PARLIAMENT	+ 5.7	+ 5.7
. B & H MULTIFILTER	- 0.8	+ 1.5
. BENSON & HEDGES 100's	+10.5	+14.2
. VIRGINIA SLIMS	+13.5	+11.9

SALES

- *Increase inventory where possible by 25% to compensate for holiday sales and the growth of our brands.
- You have been given a supply of CIGARETTE PROMOTION CALENDARS. Use these books with your accounts to book store sale for the entire year. You may want to give some of your major account buyers copies to track sales of all cigarette companies.
- Identify Other Brands not promoted this cycle per local and individual needs and sell new distribution.

1005201085

Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

MERCHANDISING

Identify your major accounts and accomplish the following:

1. Locate our brands on the top or the secondary shelf position in the carton section.

2. Expand the carton facings and inventory on the selling floor on our brands to a share at least equal to Philip Morris market share.

3. Re-arrange our brands in the carton section to make for a BILLBOARD affect.

4. In package locations, increase our distribution and depth of inventory on each call.

5. Continue in your efforts to install the Cigarette Department Marker in those retail outlets with a good carton business. Carry the department marker into the outlet with you to show to the store manager as you make your presentation.

6. Place shelf labels under each of our brands to prohibit encroachment by competition.

7. Utilize your allocation of the Parliament Carriage Light in the higher volume NCO, officers clubs and other similar outlets.

DISPLAY & P.O.S. MATERIALS

. Where possible, install counter or floor displays in support of existing promotions.

MILITARY INCENTIVE ITEMS

You have been allocated a number of high value incentive items and lower value items that are to be used for displays apart from the carton shelf (floor bins and/or end of gondola displays) and for on shelf merchandising.

. High Value Incentive Items

. The Poker Chip Sets and The Bridge Travel are two examples of high value items that are to be attached to cartons and used as follows:

1. Special mass displays, separate and apart from the shelf.

2. Manned store sales - It is possible to conduct two or more manned store sales on the same base by rotating between outlets. Be sure that at the end of the day, all displays where high value incentive items were used are broken down. These incentive items are not to be left on displays after you have completed your sale.

1005201086

Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

. Low Value Premium

The low value incentive items should be used for special bin displays. Where it is not possible to secure bin displays, the lower value incentive items may be used for shelf displays. You should identify those locations on the shelf which will provide you with the greatest degree of accessibility and visibility.

Review your letter on Military Incentive Promotion Planning - 1972 which outlines instructions for the use of incentives and displays. The most beneficial time for these in-store promotions and sales are on paydays and the end of the week.

TRADE RELATIONS

Your policy on an on going basis should be to become very knowledgeable about your customers operations (how they buy, what they sell and merchandise and why). You should also make it your policy to become familiar with your exchange managers, and officers, commisary officers and buyers, vending specialist, warehouse managers, and order clerks. Anyone involved in the purchasing or merchandising of our brands should be contacted periodically.

As you begin to sell to your customers in 1973, plan to generate stronger trends for our brands. The Military remains an important part of our overall business. Continue to give the business your best efforts.

Good luck and good selling.

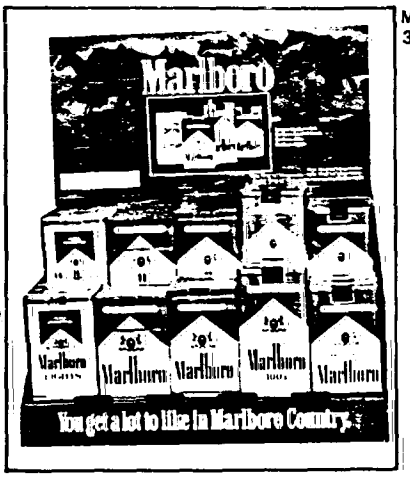
1005201087

Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000

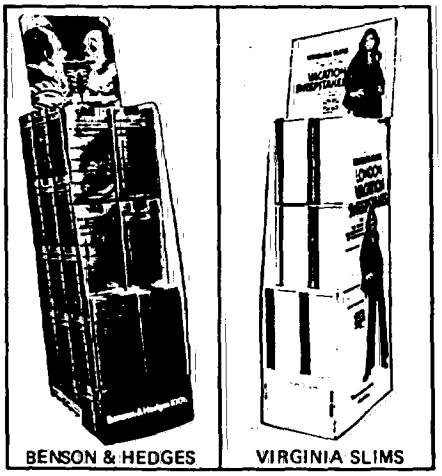
PRIMARY

SET UP & SELL DISPLAYS

TERTIARY



MARLBORO FAMILY
30 PACK DISPLAY



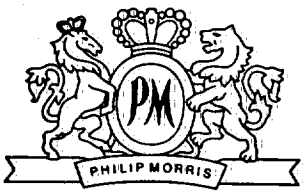
20 PACK DISPLAY

BENSON & HEDGES
JAN. 2 – JAN. 26

VIRGINIA SLIMS
JAN. 29 – FEB. 23

1005201088

Source: https://www.industrydocuments.ucsf.edu/docs/pmgk0000



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